GOVERNMENT OF INDIA

SYLLABUS FOR TRAINING COURSE FOR EXTENSION OFFICER

(INDUSTRIES)

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(As approved by the Action Committee)

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FUNCTIONS OF THE EXTENSION OFFICER (INDUSTRIES)

(As Approved by the Action Committee)

(1) To study and assess the industrial potential of a block with respect to raw materials, spare man hours, market and skill available.

(2) To find out what industries could be developed in the block to provide employment to un-employed and to provide part time employment to partly employed human resources.

(3) To ensure that expert guidance is made available for starting and running of the industries most suited to the village or small town, where they are started. For this purpose he should be able to create the contact between the expert and the workers, running the industry.

(4) To ascertain the needs of the area and help the villagers in procuring technical and financial aid from the Government sources such as procuring of loans, securing raw materials and arranging controlled commodities etc. The aim should be that the Extension Officer should remain an organiser of village and small scale industries and any industry or production centre started by the State in the block should have an expert incharge and the running of such centre or industry should NOT as far as possible be the direct responsibility of this officer where as he may be in over all charge of such centres and industries.

(5) To help "The Produce" find a market or develop the existing market.

(6) To act as an Extension Officer extending the latest technical "Know How" of the industry to the persons concerned. Bringing the research organisation in contact with the Industry's problems, thus ensuring the latest techniques for the economic running of the industry.

GENERAL ALLOCATION OF PERIOD

A. SMALL INDUSTRIES SERVICE INSTITUTES

1.	Intensive course of 137 class room Lectures	6 weeks.
2.	Guided Study—Visit to Small Industries units	7 weeks.
3.	Work in CD or NES Blocks	2 weeks.
4.	Group Discussions and Final Seminar	2 weeks.

TOTAL :—17 WEEKS OR 4 MONTHS.

B. VIDYALYAS OF THE KHADI BOARD

1.	Working Period at the Institutes	160 days.
2.	Study Tours	30 days.
3.	Evaluation and Tests	5 days.
4.	Sundays and Other Holidays	45 days.

TOTAL :—240 DAYS OR 8 MONTHS.

PERIOD ALLOTTED FOR VARIOUS INDUSTRIES

1.	Spinning on Traditional Charkha and Ambar Charkha	30 working days.
2.	Weaving	30 Working days.
3.	Oil Ghani	10 Working days.
4.	Any Eight Industries of the following:— (i) Soap Making (ii) Bee-keeping (iii) Leather Industry (iv) Gur & Khandsari (v) Palm Gur (vi) Hand Pounding of Rice (vii) Village Pottery (viii) Cottage Match Industry (ix) Hand Made Paper	80 working days.
5.	Study of the working of the intensive development schemes of All India Khadi & Village Industries Board	10 working days.

(Note of observation will have to be submitted by each trainee.)

TOTAL :— 160 DAYS.

SMALL INDUSTRIES SERVICE INSTITUTES

1. Classroom Lectures

I. Introduction to the Programme

(a) A brief survey of industrial development in India, present state of large scale, small scale and village industries, relation between various sectors. Impact of mechanisation under rural industries and village craftsmen.

(b) Industrial Policy Statements of 1948 and 1956, brief outline of achievements during First Five Year Plan, the Programme and Scope of Second Five Year Plan in Industrial Development with a particular reference to Small Scale & Village Industries.

(c) Brief introduction to the organisation and functions of All India Boards for the development of various industries, their relationship with various Ministries and with State Industries Departments.

(d) Community Projects Programme, aims and objects, National Extension Service; Role of Extension Officer (Industries).

(e) Study of Co-operative Movement in general and Industrial Co-operatives in particular.

II. Programme Planning

(a) *Industrial Business Economics:*

(i) Pre-modern economy (trace and development from past history). Modern Society.

(ii) The working of the price system in a free economy and in controlled economy.

(iii) Factors governing demand—theory and practice of Demand Analysis.

(iv) Factors governing supplies—theory and practice of Resource Analysis.

(v) Factors governing an industry's location.

(vi) Factors governing size of industrial units.

(vii) The role of money in modern economy—elementary principles of currency and banking.

(b) *Industrial—Business—and Public Finance.*

(i) Sources of Financing Industries.

(ii) Public Finance—elementary principles and methods of budgetting.

(c) *Elementary Principles of Planning—Role of State in a Mixed Economy.*

(d) *Surveys and Investigations.*—Lectures covering the following topics will be directed towards giving the purpose technique and use of surveys for finding out the possibilities of industrial development:

(i) Purpose and methods of economic and statistical analysis applied to small industries (both mechanised and manual).

(ii) Types of surveys such as area survey, resources survey, market survey, economic survey etc. and their utilisation for planning industrial development programme.

(iii) Field investigation techniques, Preparation, intervening questionnaire—note taking etc.

(iv) Collection and tabulation of data, construction of table diagrams and charts, their interpretation and use.

(v) Sources of statistics: selection of data.

(vi) Report writing technique assembly and presentation of data, use of ancillary materials.

(vii) Techniques for analysing new industrial possibilities in a given region.

(e) *Training of Craftsmen and Programme of Various Organisations*:

(i) Assessment of craftsmen required for the industrial programme.

(ii) Assessment of the existing training arrangement, their suitability for the programme and assessment of necessity for increase in capacity.

(iii) Training programme of various Boards, Department of Industries etc.

III. PROGRAMME EXECUTION

(a) *Industrial Organisations.*—Lectures on industrial organisation will cover the following topics:

(i) Growth and development of industries in India and present structure of Industries.

(ii) Factors influencing types of different organisations in the past and present.

(iii) Joint Stock Companies—Public and Private Company Law (Indian) Cooperatives, Monopolies, Trusts.

(iv) Cooperation Organisation Legislation and practice in India, Advantage and Disadvantages.

(v) Middle men and Contractors in small industries.

(vi) Partnership and proprietor organisations, Monopolies and Trusts.

(vii) Trade and Industry Associations.

(viii) Introduction to Factories Act and other Industries legislations.

(ix) Introduction to labour legislation.

(x) Labour welfare and essential amenities etc.

(xi) Principles and practice of business organisations and management.

(b) *Purchasing Storekeeping & Transportation.*

(c) *Marketing, Distribution and Advertisement Organisation Methods, Policies and Practices.*

(d) *Book-keeping & Accounting.*—In addition to covering the following topics to equip the trainee officer to maintain the accounts properly, the officers will be given practical exercises on Book-keeping. The topics to be covered in the form of discussions on practical problems are:—

(i) Nature object and utility of accounting.

(ii) The theory of Double Entry System and structure of Cash Book—Double Column—Imprest System and petty cash book—Journals, Ledger & General ledger.

(iii) The goods account and the trading account.

(iv) The profit and loss account, the trial balance, the Balance Sheet.

(v) The Receipts and Payment Account.

(vi) Income and Expenditure Account.

(vii) Suspense Account.

(viii) Current Account.

(ix) Interpretation of Balance Sheet.

(x) Principles of cost Accounting.

(xi) Store Accounts.

(xii) Accounting for capital equipment, depreciation etc.

(xiii) Accounting for labour, methods of remuneration in the light of costs.

(xiv) Description and critical study of the practices of overhead allocation.

(xv) Departmental procedure for job costing.

(xvi) Standard costing.

(xvii) Price fixing and its relation to costing.

(xviii) Single entry system of Government accounting.

(xix) Introduction to and maintenance of standard Government accounts book forms etc.

(xx) Preparation of manufacturing account.

(e) *Development programme for Small Scale Industries Organisations, Policies, Programmes*:

(a) Government policies and programmes regarding Small Scale & Cottage Industries.

(b) The Organisation and working of various Boards set up by the Government of India.

(c) The role of small scale industries in Indian Economic Growth.

(d) The objectives and work of the organisation "of the Development Commissioner for" Small Scale Industries.

(e) Methods of aiding small scale industries.

(f) Small Industries Service Institutes.

(g) Industrial Estates.

(h) Store Purchase Policy.

(i) Marketing Programme.

(j) Higher Purchase of machines.

(k) Relationship between states and centre in developing small scale industries.

(l) Brief description of organisation and working and pattern of assistance of different Boards (except Khadi Board).

(m) (i) Assistance available for improving handloom industry their marketing arrangements.

(ii) Role of and assistance available from Handicrafts Board for development of *handicrafts in villages*:—(Syllabus as indicated by the Handicrafts Board at page 14).

(iii) Introduction to the programme of Silk Board, their areas of activities, general pattern of assistance.

(iv) General study of the marketing arrangements made by different Boards. How a small unit could avail of the assistance etc.

IV. Study & Analysis of Major Small Scale Industries

A list of 10—15 suitable industries such as cycle parts, sewing machine parts, leather goods sports goods etc. will be prepared.

Each industry will be studied with respect to:—

(i) Its development in the past, factors that led to such development.

(ii) Areas where such industries have developed and why?

(iii) Raw materials required for these industries. How are they procured.

(iv) Machinery used so far and other techniques employed.

(v) Production—its quality and quantity.

(vi) Earning potential under the existing methods.

(vii) Marketing arrangements—Demand in the market. Scope for increase in demand.

(viii) Impact of the improved methods in production both with respect to quality and quantity.

(ix) Suggested methods of improved marketing arrangements to ensure additional production.

(x) Suggestions regarding lowering cost of production with respect to raw materials, production methods and marketing.

These lectures will as far possible be related to the visits to such industries. Trainees will be expected to prepare model schemes in detail with respect to a few industries. Model schemes prepared by the institutes will be distributed to trainees for guidance.

V. Exercises in Programme Planning

(a) *Guided Study, Visits to Small Scale Industries Units.*— The officers will be taken out to about 20 selected industrial units with wide range of production around the Service Institute. As far as possible the units, will be located in a small town, where their programme will be akin to the actual problems, these officers are expected to face. The trainees would be grouped in batches and each batch would be expected to study one or two industries in details. They would also study other industries on specific aspect such as location, raw material production technique, inspection system, marketing, management etc. The different batches will finally meet together and exchange notes and thus have collective

knowledge of different types of industries. Investigation of these industries will be carried out on standard forms designed for the purpose.

(b) *General study of machine drawing & blue print reading.*

(i) Introduction to machine drawing.

(ii) Blue print reading.

(iii) General specifications for workshops buildings etc. their sketches and rough estimates of materials and costs.

(iv) Use of standard tables, specifications and schedules.

(c) *Work in CPA blocks for two weeks.*

(a) N.E.S. Blocks that are now to be converted into C.D. blocks would be selected for exercise in Programme Planning.

(b) A batch of trainees would be required to work in a block for 15 days under the guidance of instructors. In case the number of trainees is large, two or three blocks may be taken.

(c) The work in the block would consist of complete survey of the block in respect of man power, material marketing, transport facilities, skill available etc. Trainees would be expected to find specific problems of the area and formulate schemes for development of industries in the area under two heads.

(i) Immediate Programme.

(ii) Long Term Programme.

(d) The scheme would be finally discussed with B.D.O. and other block staff at the end of the camp period and the schemes thus finalised would be handed over to B.D.O. for actual implementation in the block. The institute will hereafter maintain a contact with the block to watch the progress of the schemes and to study their practicability in the actual field.

During this training outside experts will also be requested to give talks on the various aspects of the organisation of the industries.

VI. SEMINAR & TEST ETC.

During this period trainees would be expected to get their ideas cleared in a seminar for the evaluation of the training programme which may include a test to form the base of reporting on the trainees performance at the Industries Institute.

KHADI GRAM UDYOG MAHA VIDYALYAS

The topics to be covered under various subjects will be as follows:—

I. Acquaintance with the Village Conditions and its Problems with Special Reference to their Effect on Village Industries.

(i) Type and proportion of land.
(ii) Importance of various crops.
(iii) Agricultural implements.
(iv) Facilities for Irrigation.
(v) Manures.
(vi) Seeds.
(vii) Marketing.
(viii) Place of tractors.
(ix) Debts and allied problems.
(x) Condition of agricultural worker.
(xi) Wages of labour.
(xii) Cattle wealth.
(xiii) Removal of Zamindari.
(xiv) Consolidation of land holding and prevention of further fragmentation.
(xv) Rules pertaining to the rural indebtedness.
(xvi) Village Panchayats.
(xvii) Village self sufficiency and problem of full employment.
(xviii) Distribution of land and bhoodan movement.
(xix) Land revenue systems.
(xx) Education, advantage of Basic Education, Introduction of Crafts in education.

II. Programme of "Constructive Work" and their Impact on the Village Conditions

(i) Philosophy and historical background of constructive work.
(ii) Communal unity.
(iii) Removal of untouchability.
(iv) Prohibition.
(v) Khadi.
(vi) Village Industries.
(vii) Basic Education.
(viii) Social Education.

(ix) Village Sanitation & Village Service.
(x) Uplift of women.
(xi) Education in health and Hygiene.
(xii) National language.
(xiii) Regional languages.
(xiv) Kisans.
(xv) Labour.
(xvi) Advisers.
(xvii) Lepers.
(xviii) Students.

III. ECONOMICS OF VILLAGE INDUSTRIES

(i) Fundamentals of village economy, study of economic structure.
(ii) Study of Agricultural & Industrial economics with reference to its permanency.

(b) *Principles of Production*

(i) Aims of Production.
(ii) Factors of Production.
(iii) Laws of substitution and choice between various factors of production with reference to economic conditions of India.

(c) *Rural Employment*

(i) Its meaning and types.
(ii) Extent and nature of unemployment in India.
(iii) The role of village industries to solve the problem of unemployment.

(d) *Study of Techniques of Production*

(i) Types of devices—its merits and demerits in relation to:—

(a) Increase in efficiency.
(b) Utilisation of man power.
(c) Development of personality.
(d) Stability of Industry
(e) Equitable distribution of natural wealth.
(f) Scope of mobility of capital and labour.
(g) Production for social needs.

(h) Prevention from wars.

(i) Comparative study of centralised and decentralised economics.

(e) *Study of population and means of subsistance*

(i) Relation of population and means of subsistance

(ii) Food situation, its impact on population. Preserving land for food. Maximum production from limited land. Preserving national resources.

(f) *Economics and potentialities of utilisations of man power in the following industries.*

(i) Khadi.

(ii) Edible Oil.

(iii) Non-edible oil.

(iv) Leather.

(v) Gur & Khandsari.

(vi) Hand pounding of rice.

(vii) Soap making.

(viii) Palm Gur.

(ix) Village Pottery.

(x) Bee keeping.

(xi) Cottage Match Industry.

(xii) Handmade paper.

(xiii) Weaving.

IV. MARKETING AND COOPERATION

(i) *Marketing*

(a) Meaning and characteristics of markets.

(b) Marketing and its importance.

(c) Evolution of marketing organisation practice.

(d) Marketing functions assembly, processing and dispersion.

(e) Present state of marketing organisation.

(f) Marketing of agricultural produce some common problems.

(g) Cooperative marketing.

(h) Marketing of small scale & cottage Industries products in foreign countries.

(i) Departmental stores, chain stores, mail order business.

(j) Planning of marketing organisation; Formation of marketing Boards, establishment of sales depots, Cooperative Sale Societies, Certified shops for village industries. Village Industries Museum.

(k) Sales promotion devices—Advertisement, Personal selling mail soliciting Demonstrating Displaying Organisation of periodical exhibitions.

(ii) (a) *Cooperation*

Introduction—definition of Cooperation Nature & Principles and kinds of Cooperative Societies and structure of cooperative organisation in India.

Single and multipurpose Society. Limited-Un-limited liability. Producers consumers societies. Employer-employee relationship in cooperation. Cooperative trading versus State trading. State and Cooperative movement—Cooperation and economic planning.

(b) *Cooperation in India in Brief*

Present position, achievements, handicaps and defects, State policy regarding cooperation working of industrial cooperative in India. Cooperation in village industries. Cooperation in First & Second Five Year Plans. Future prospects, Sarvodaya & Cooperation.

Brief knowledge of law and practice relating to Cooperative societies with special reference to organising and running of industrial cooperative societies.

V. All India Khadi & Village Industries Board and its Activities

All India Khadi & Village Industries Board functions, programmes of training, production and marketing organisation at Central, State District and field levels. Programme during the First Five Year Plan. Proposed programme during the Second Plan. Intensive development areas. Ambar Charkha and other Khadi Programmes.

V. Community Development Programme, Extension, Methods

(i) *Community Development Programme*:

(a) Community development programme. Its concept earlier experiments on Community Development in India. Experiments in other countries. Growth of the Community Development Organisation.

(b) Programme of the Community Development Organisation its justification. Extent of the programme (general) in First Plan and proposed programme in the Second Plan. Programme for Industrial development in the two plans and the role of Community Development Organisation therein.

(c) Organisation of the Community Development Agency at the Centre. The CPA and the Ministry of Community Development. The Central Committee Relation of the Ministry with other Ministries concerned with the programme. Functions of the field officers and headquarters staff of the organisation.

(d) The State Development Commissioner, his organisation functions and his relation with other Departments of the State.

(e) The Collector as a Revenue Officer in the past. The Collector as a welfare officer in the present. His coordinating role with other development department at the District level. Role and functions of various departmental heads with respect to the development programme, their relation with the Extension Officer (Industries).

(f) The Block Team (i) B.D.O. as leader and equal partner. His functions and responsibilities. His relations with other Extension Officers.

(g) The Extension Officers (Social Education, Agriculture, Animal Husbandry, Health, Industry and Cooperation). Their functions and role. Their interdependence and necessity of working as a team.

(h) The Village Level Worker:—The basic worker in the programme. His/Her field of activity. The V.L.W. as a helper to all the Extension Officers.

(ii) *Extension Methods*:

What are extension methods? What are they necessary for efficient work? How should they be applied? How to get people's cooperation? Critical study of extension methods and some case histories (the subject to be dealt in the form of discussions with full participation of trainees officers).

ALL INDIA HANDICRAFTS BOARD

Proposed training programme for Block Develoment Extension Officers in Handicrafts Industries.

Training Period—4 days.

LECTURE NO. 1 (General Introduction)

1. What is a Handicraft? A brief history of the handicrafts in India—the importance of handicrafts in the national economy.
2. Aims, objects and functions of the All India Handicrafts Board.
3. Handicraft industries that fall under the purview of the All India Handicrafts Board—handicraft industries so far taken up for intensive development by the All India Handicrafts Board.
4. Categorisation of handicraft schemes, procedure and pattern of financial assistance—Collection of data and furnishing of particulars on the Board's prescribed proforma along with the samples for the schemes to be sent by the State Governments to the Government of India.
5. The importance of research and statistics in the development of handicraft industries.
6. The advantage of establishing handicraft Museums in the country.
7. Programme of development of handicrafts in the Second Five Year Plan—a general review.

LECTURE NO. 2 (Training & Production)

1. The Pilot Centres run by the A.I.H. Board.
2. The utilisation of existing Research Institutes in the country for solving problems of artisans engaged in the manufacture of handicrafts.
3. The Board's proposed Central Development Centre—its aims—Need to study improvement in existing tools, techniques and design.
4. The necessity of establishing common facility Centres for handicraft industries.
5 Training of semi-skilled artisans under master craftsmen.

6. The necessity of arranging refresher courses for skilled artisans and master craftsmen in specific handicrafts at Indian Handicraft Institutes.
7. Training of Supervisors for handicraft production centres.
8. Deputation of personnel to foreign countries for training in tools and techniques employed in handicraft industries and study of foreign handicrafts.
9. The necessity and arrangements for the procurement of raw-materials at reasonable prices for supply to the craftsmen.

LECTURE NO. 3 (Marketing)

1. The existing methods of marketing—Private and Public working of State Government Emporia and co-operative marketing organisations.
2. The advantages of Industrial Co-operatives for supply of materials and marketing of handicraft products.
3. Steps taken/proposed by the A.I.H. Board in developing markets for handicraft products.
   (a) Holding of marketing conferences.
   (b) Conducting of marketing survey.
   (c) Organising of marketing clinics.
   (d) Recommending of grants and loans to Public Emporia and Co-operative Marketing Organisations.
   (e) Establishment of District Depots for procurement and sales of handicraft products.
   (f) Publicity Bringing out of folders, brochures, catalogues, press publicity and cinema slides.
   (g) Quality Control—prescribing of standards.
   (h) Credit facilities.
   (i) Organising exhibitions of handicraft in the country—the usefulness of single craft exhibitions,—the mobile exhibition organised by the Board.
   (j) The necessity of providing cheaper and quicker transport facilities for handicrafts.
   (k) Trade delegations to foreign countries to promote export market.
   (l) Interstate trade on reciprocal basis.
4. Export Promotion—Maintenance of show-rooms abroad—Establishment of Warehouses—exhibitions of handicrafts

in foreign countries—proper handling of trade enquiries/orders following the exhibitions and their execution.

LECTURE NO. 4 (Designs)

1. The need of evolving new and improved designs suitable to present needs—their role in the development of handicrafts.
2. Designs—Their application to handicrafts—the revival of traditional designs.
3. The Regional Design Centres established in the country by the A.I.H. Board—their function and programme.
4. Popularisation of new designs by organising pageants and their effective display in Emporia/Depots/Exhibitions.

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